

# Commission for Arts and Culture



## Department Description

The City of San Diego's Commission for Arts and Culture was established in 1988 by City Ordinance to serve in an advisory capacity to the Mayor and City Council on promoting, encouraging, and advocating for increased support to the arts and culture organizations of San Diego. The Commission is responsible for making all recommendations pertaining to arts and culture for City funding to the Mayor. It is also the Commission's responsibility to advise on projects and programs designed to promote public art throughout the neighborhoods of the City, to develop policies that involve artists in selected capital improvement projects, and to encourage the private sector to include public art in private development.

The Commission serves as a partner and catalyst for artistic innovation within the community by providing financial support for non-profit arts and cultural organizations to bring together creative forces, inspire patronage, and stimulate artistic appreciation. Through effective public policy, advocacy, strategic partnerships, technical assistance and funding, the Commission supports arts and cultural programming, neighborhood arts programs, festivals, public art and cultural tourism all of which contribute to the quality of life, the economy, and the vibrancy of San Diego.

The Department's mission is:

*To vitalize the City by supporting the region's cultural assets, integrating arts and culture into community life, and showcasing San Diego as an international cultural destination*

## Service Efforts and Accomplishments

The Commission's Allocations contracts for service supports 120 San Diego non-profit organizations through the Organizational Support Program (OSP) with 72 arts and culture organizations and Creative Communities San Diego (CCSD) with 48 projects. In 2010, the 72 OSP-funded organizations contributed more than \$179.0 million in direct expenditures to the local economy and supported more than 6,400 jobs. These organizations represent annual operating incomes ranging from \$28,000 to more than \$18.0 million. In addition, more than 11,000 volunteers and 1,200 volunteer board members donated time and talent to these organizations.

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The impact of OSP-funded arts and culture organizations extends far beyond the number of tickets sold. Education and outreach directives within the Commission's funding guidelines encourage these organizations to reach San Diego's youth and underserved communities ultimately serving more than 430,000 individuals. In addition to selling 3.3 million admissions, OSP organizations provided more than 2.0 million admissions free of charge.

Last year, the Mayor, Commission, and the San Diego Regional Arts and Culture Coalition released the 2009 Arts and Culture Economic and Community Impact Report which provides evidence that arts and cultural organizations are instrumental in making San Diego a vibrant city and helping build a competitive and creative edge. The Report was distributed to community leaders, media, and policy makers throughout the country. The report found that over 1.6 million visitors traveled to San Diego to participate in arts and cultural organizations funded by the Commission and pumped more than \$394.0 million into the local economy (calculated using a one-day stay).

In 2010, the Commission administered the 2004 Public Art Master Plan, Council Policy 900-11 (2 percent for art in public projects) and Ordinance 19280 (1 percent for art in private projects). Commission staff completed a contract for the design and construction of an educational space for children at the Serra Mesa-Kearny Mesa Branch Library, a project which is funded by the First 5 Commission of California. They also acted as project managers for numerous public art projects funded by the Southeastern Economic Development Corporation and the Centre City Development Corporation. The Commission also partnered with the Creative Capital Foundation to present a weekend workshop that educated regional artists about effectively utilizing various web-based technologies to grow, promote, and market their work. The Commission partnered with the Port of San Diego, the San Diego International Airport Art Program, the City of Escondido, and the City of Carlsbad to host another training opportunity for regional artists called Artist Portfolio Review Day.

During 2009, amendments to the San Diego Municipal Code (Section 26.0701 et seq.) were made to define the role of the Commission and Commission staff in the management of the artwork owned and controlled by the City. Those amendments are currently being integrated into the Commission's practices. Further policies and procedures for the management of the City's art collection are under development by the Commission in collaboration with other City departments. The intended net effect of these interlinked collections management policies and procedures is an increase in the quality, value, safety, and condition of the City's art assets.

The Commission continues to evaluate the effectiveness of its cultural tourism strategies in order to strengthen visitor participation in San Diego's cultural amenities. Moreover, it has renewed the partnership with the San Diego Regional Convention and Visitors Bureau (ConVis) and its cultural tourism marketing program, San Diego Art + Sol. The partnership is critical as cultural tourism is a particularly lucrative and growing niche within the larger tourism industry. Cultural tourists, travelers who visit a location primarily to experience art and cultural sites and events, generally stay in hotels, visit for a longer period of time, and spend more discretionary income than other tourists.

In 2003, the Commission instigated the Diversity Initiative, a multi-year, multi-organization, and multi-dimensional project to serve as a catalyst to educate, promote, strengthen and enhance the fabric of San Diego's rich and vibrant arts and cultural community. In August 2009, those efforts culminated in the release of a Report on the City of San Diego Commission for Arts and Culture's Diversity Initiative. This is now a tool for current arts administrators, board members, future generations, and colleagues in other communities. Complete with best practices, case studies, and valuable recommendations, the report is also a blueprint for efforts towards achieving diversity on staff and boards, as well as programming and outreach strategies.

Often in collaboration with partner organizations such as San Diego Grant Makers and the San Diego Foundation, the Commission presented a number of educational workshops for arts organizations. These included administering an Emerging Leaders group for up-and-coming arts administrators, marketing workshops that help participants create successful media kits and learn to harness the power of the emerging web 2.0 platforms, as well as a speaker series that brought industry leaders to San Diego. The Commission also launched a regional marketing campaign for the arts and culture industry designed to drive traffic to the San Diego Art+Sol website.

Finally, during Fiscal Year 2010, the Commission continued the successful collection and management of financial and other quantitative forms of data from its OSP applications for funding through participation in the California

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Cultural Data Project (CA-CDP). In addition to creating an online mechanism for applicants to report their data, the CA-CDP provides applicants access to certified public accountants to help with financial reporting questions, as well as access to automated financial reports which contractors may submit in lieu of their own internally-produced financial reports as part of their year-end requirements.

All applications, request for payment, and final reporting forms have been converted to Microsoft Word documents so organizations can complete them and save them onto their own computers. Forms are also available in PDF for organizations that do not use Microsoft Office. In addition, forms are available from the Commission's website. Tracking receipt and processing of all forms is now done using a Microsoft Access database which enables staff to efficiently notify applicants and contractors of omissions, errors, and expirations in a timely manner.



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## Department Summary

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Positions	6.00	6.00	0.00
Personnel Expenses	601,672	668,967	67,295
Non-Personnel Expenses	264,654	164,056	(100,598)
<b>Total Department Expenses</b>	<b>866,326</b>	<b>833,023</b>	<b>(33,303)</b>
<b>Total Department Revenue</b>	<b>30,000</b>	<b>0</b>	<b>(30,000)</b>

## Transient Occupancy Tax Fund

### Department Expenditures

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Commission for Arts and Culture	670,582	702,598	32,016
Public Art	165,744	130,425	(35,319)
<b>Fund Total</b>	<b>836,326</b>	<b>833,023</b>	<b>(3,303)</b>

### Department Personnel

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Commission for Arts and Culture	5.00	5.00	0.00
Public Art	1.00	1.00	0.00
<b>Fund Total</b>	<b>6.00</b>	<b>6.00</b>	<b>0.00</b>

### Significant Budget Adjustments

	FTE	Expenditure	Revenue
<b>Adjustment to Contracts and Equipment Outlay</b> Funding allocated according to a zero-based annual review of contract and equipment outlay requirements.	0.00	59,700	0
<b>Budget Adjustments Total</b>	<b>0.00</b>	<b>59,700</b>	<b>0</b>

### Expenditures by Category

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
<b>PERSONNEL</b>			
Salaries and Wages	407,074	413,051	5,977
Fringe Benefits	194,598	255,916	61,318
<b>SUBTOTAL PERSONNEL</b>	<b>601,672</b>	<b>668,967</b>	<b>67,295</b>
<b>NON-PERSONNEL</b>			
Supplies	10,367	3,569	(6,798)
Contracts	189,054	126,845	(62,209)
Information Technology	27,464	27,748	284
Energy and Utilities	3,156	1,846	(1,310)

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## Expenditures by Category

	FY2010 Budget	FY2011 Proposed	FY2010-2011 Change
Other	3,613	4,048	435
Capital Expenditures	1,000	0	(1,000)
<b>SUBTOTAL NON-PERSONNEL</b>	<b>234,654</b>	<b>164,056</b>	<b>(70,598)</b>
<b>Total</b>	<b>836,326</b>	<b>833,023</b>	<b>(3,303)</b>

## Department Personnel Expenditures

Job Number	Job Title	FY2010 Budget	FY2011 Proposed	Salary Range	Total
<b>20000024</b>	Administrative Aide 2	1.00	1.00	42,578 - 51,334	50,051
<b>20000119</b>	Asoc Mgmt Anlyst	1.00	0.00	54,059 - 65,333	0
<b>20000132</b>	Asoc Mgmt Anlyst(Arts Mgmt Asoc)	0.00	1.00	54,059 - 65,333	61,740
<b>20000778</b>	Public Art Prgm Admnstr	2.00	2.00	66,768 - 80,891	156,928
<b>20000924</b>	Executive Secretary	1.00	1.00	43,555 - 52,666	49,769
<b>20001220</b>	Executive Director	1.00	1.00	46,966 - 172,744	94,563
<b>Salaries and Wages Total</b>		<b>6.00</b>	<b>6.00</b>		<b>413,051</b>

## Fringe Benefits

Retirement ARC	116,156
Supplemental Pension Savings Plan	21,466
Retirement Offset Contribution	6,795
Retirement DROP	2,973
Employee Offset Savings	9,472
Workers' Compensation	2,609
Flexible Benefits	41,125
Risk Management Administration	5,880
Long-Term Disability	3,857
Unemployment Insurance	901
Medicare	6,215
Other Post-Employment Benefits	38,124
Unused Sick Leave	343
<b>Fringe Benefits Total</b>	<b>255,916</b>

<b>Personnel Expenses Total</b>	<b>668,967</b>
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## Department Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
Arts, Cultural, Communities, and Organizational Services	1.00	193,099	0

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## Department Budget by Program

	FY2011 Positions	FY2011 Expenditures	FY2011 Revenue
Capacity Development	0.00	1,294	0
General Administration/Management	4.00	483,207	0
Public Art Fund	1.00	130,425	0
IT Non-Discretionary	0.00	24,998	0
<b>Total</b>	<b>6.00</b>	<b>833,023</b>	<b>0</b>

## Public Art Fund

### Department Expenditures

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Public Art	30,000	0	(30,000)
<b>Fund Total</b>	<b>30,000</b>	<b>0</b>	<b>(30,000)</b>

### Expenditures by Category

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
<b>NON-PERSONNEL</b>			
Supplies	1,150	0	(1,150)
Contracts	25,747	0	(25,747)
Information Technology	3,000	0	(3,000)
Other	103	0	(103)
<b>SUBTOTAL NON-PERSONNEL</b>	<b>30,000</b>	<b>0</b>	<b>(30,000)</b>
<b>Total</b>	<b>30,000</b>	<b>0</b>	<b>(30,000)</b>

### Revenues by Category

	FY2010 Budget	FY2011 Proposed	FY2010–2011 Change
Other Financial Sources (Uses)	30,000	0	(30,000)
<b>Total</b>	<b>30,000</b>	<b>0</b>	<b>(30,000)</b>

